

# MSU-CIBER

A Focus on the Organization,  
Activities, and Integrated Role at the University

Dr. Tomas Hult

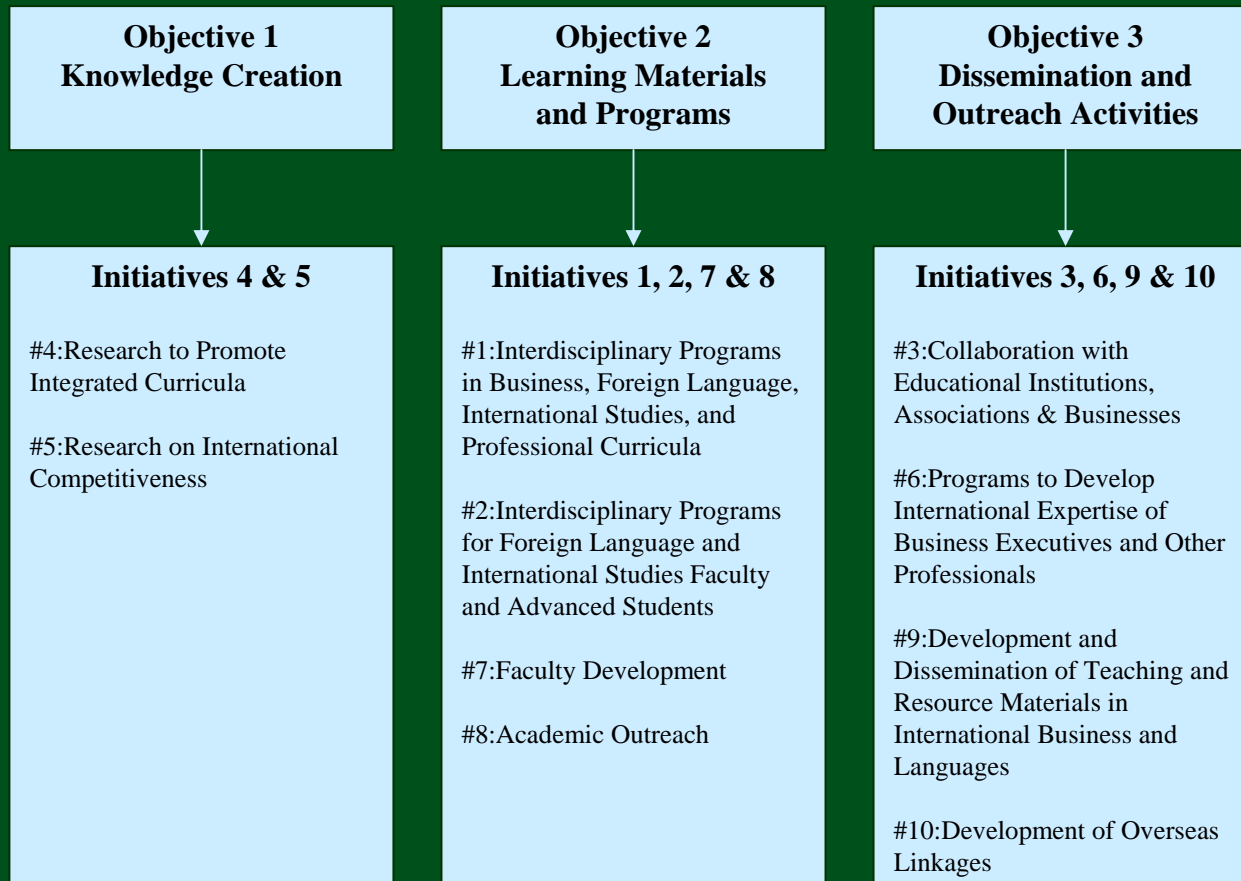
Director, Center for International Business Education and Research  
Executive Director, Academy of International Business  
Associate Professor, Marketing & Supply Chain Management

# Mission of MSU-CIBER

To provide world-class education, research, and assistance to businesses on issues of importance to international trade and global competitiveness.

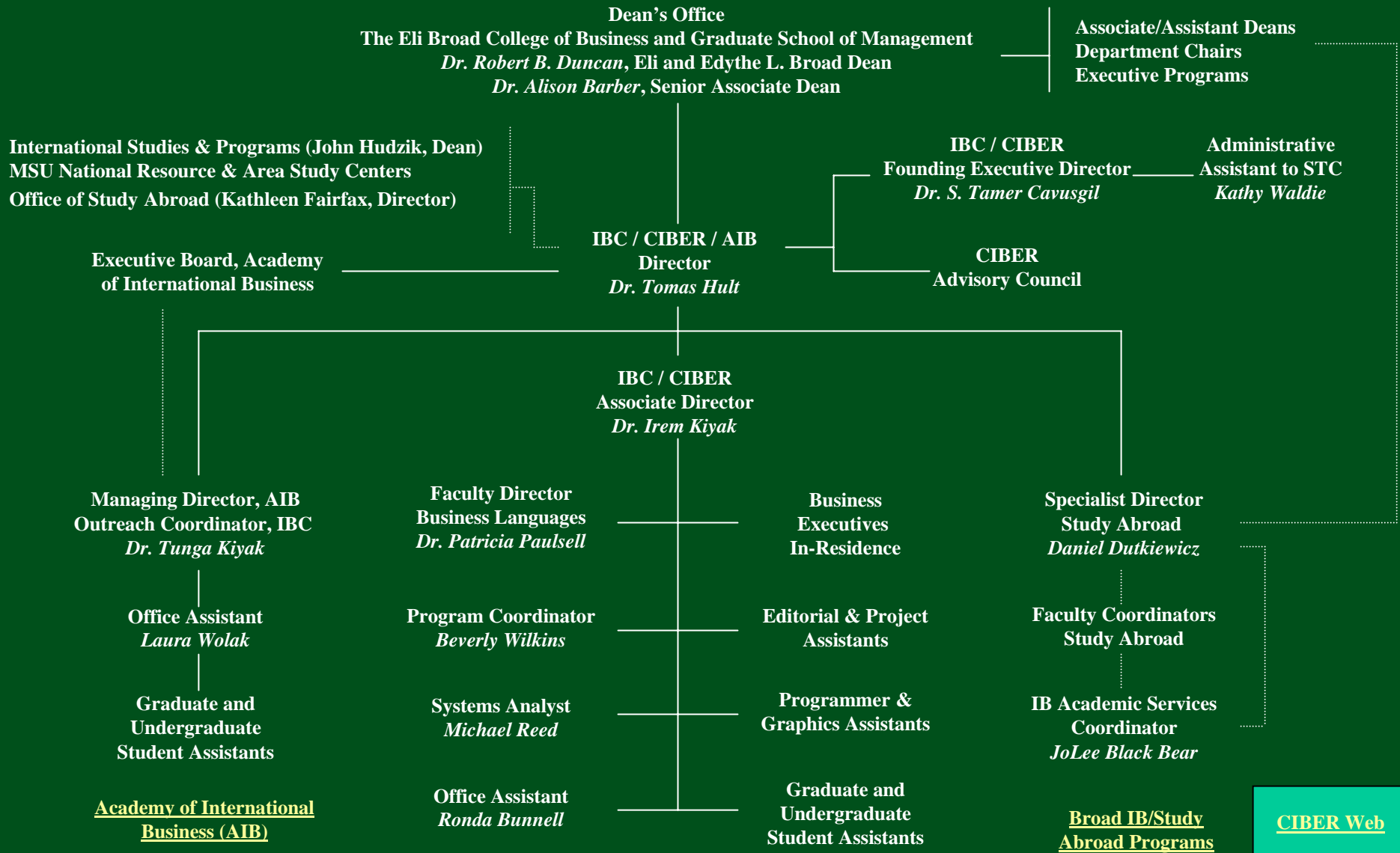
# Objectives of MSU-CIBER

- **Objective 1: Knowledge Creation**
  - To carry out research that generates best-practice knowledge on global business operations and global competitiveness.
- **Objective 2: Learning Materials and Programs**
  - To offer professional development and academic programs on contemporary international business techniques, strategies, and methodologies.
- **Objective 3: Dissemination and Outreach Activities**
  - To provide innovative, technology-driven dissemination of international business knowledge to business executives, public policy makers, scholars, and students.



For each of the ten initiatives, two to fourteen specific activities are strategically designed for each initiative to achieve one of the three objectives as outlined in the figure above (please see “MSU-CIBER Activities 2002-2006” for a detailed discussion of each activity).

# MSU-CIBER Structure



# Sample Activities

- CIBER ([ciber.msu.edu](http://ciber.msu.edu)), leading NRC since 1990
- globalEDGE™ ([globalEDGE.msu.edu](http://globalEDGE.msu.edu))
- Diagnostic Tools
- BIE Modules on International Business
- Executive Programs
- IB Forum Luncheons (Feb, Mar, Apr, Sep, Oct & Nov)
- Frontier Conference on IB Research (Sept 2004)
- Conference on Supply Chain Management in China
- Programmatic Research on Global Strategy
- HBCU Consortium Leadership
- Premier Ph.D. Program in International Business (#17 in U.S. News Ranking 2004 for MBA programs)
- CIBERWeb
- Academy of International Business ([aib.msu.edu](http://aib.msu.edu))
- Study Abroad Admin for the Broad College
- International Business Specialization in the Broad College

# IB Specialization

Started January 2004

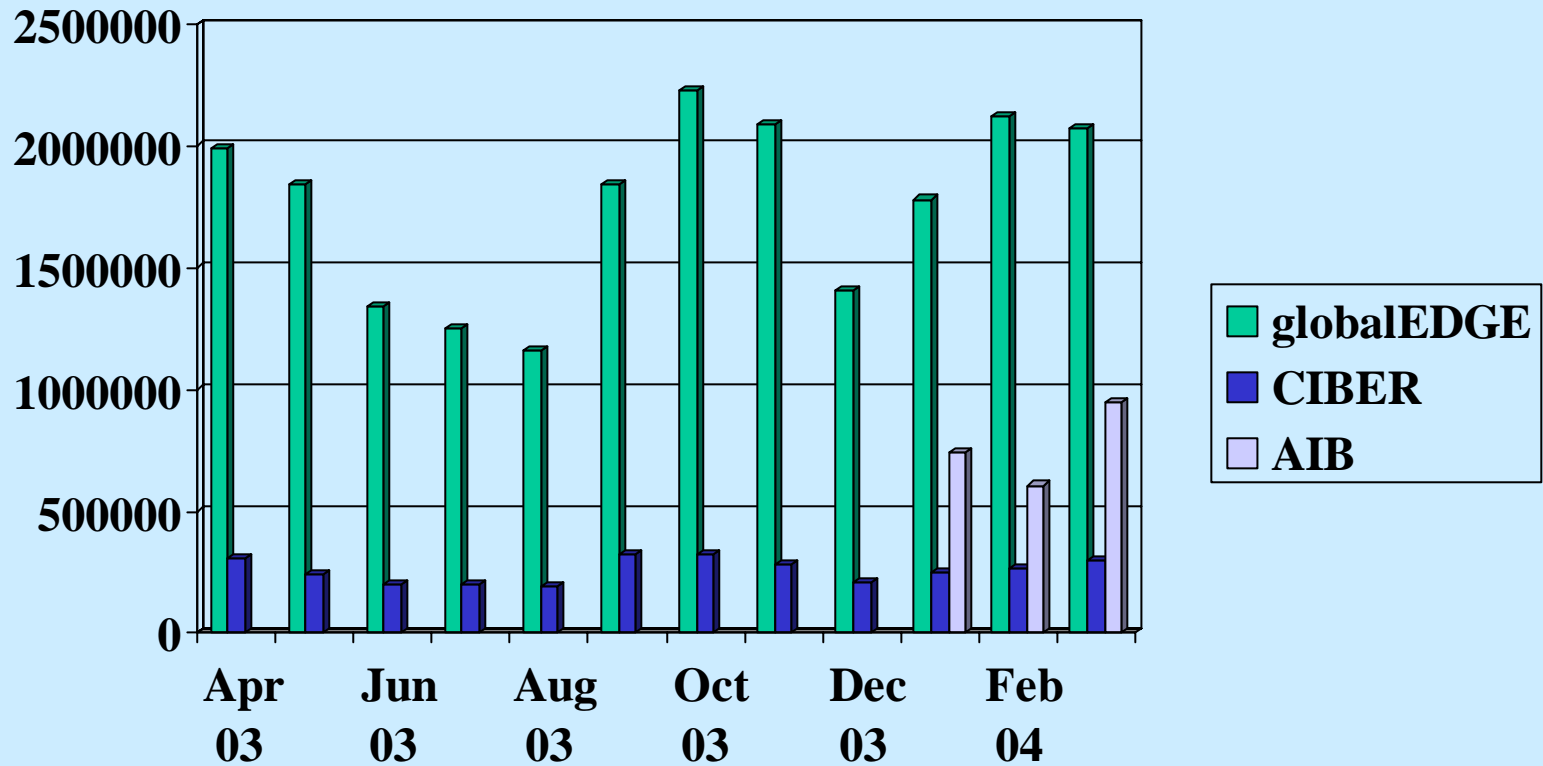
- 12 credits of courses
  - MSC 310 International and Comparative Dimensions of Business
  - EC 340 Survey of International Economics
  - FI 451 International Financial Management
  - GBL 460 International Law and Business
  - MSC 415 International Marketing Management
  - ECO 310, 385, 406, 410, 440, 441
- 6 credits of study abroad or 6 months of international internship
- 12 credits or proficiency in a language



# Our Global Brands



# Web Impact



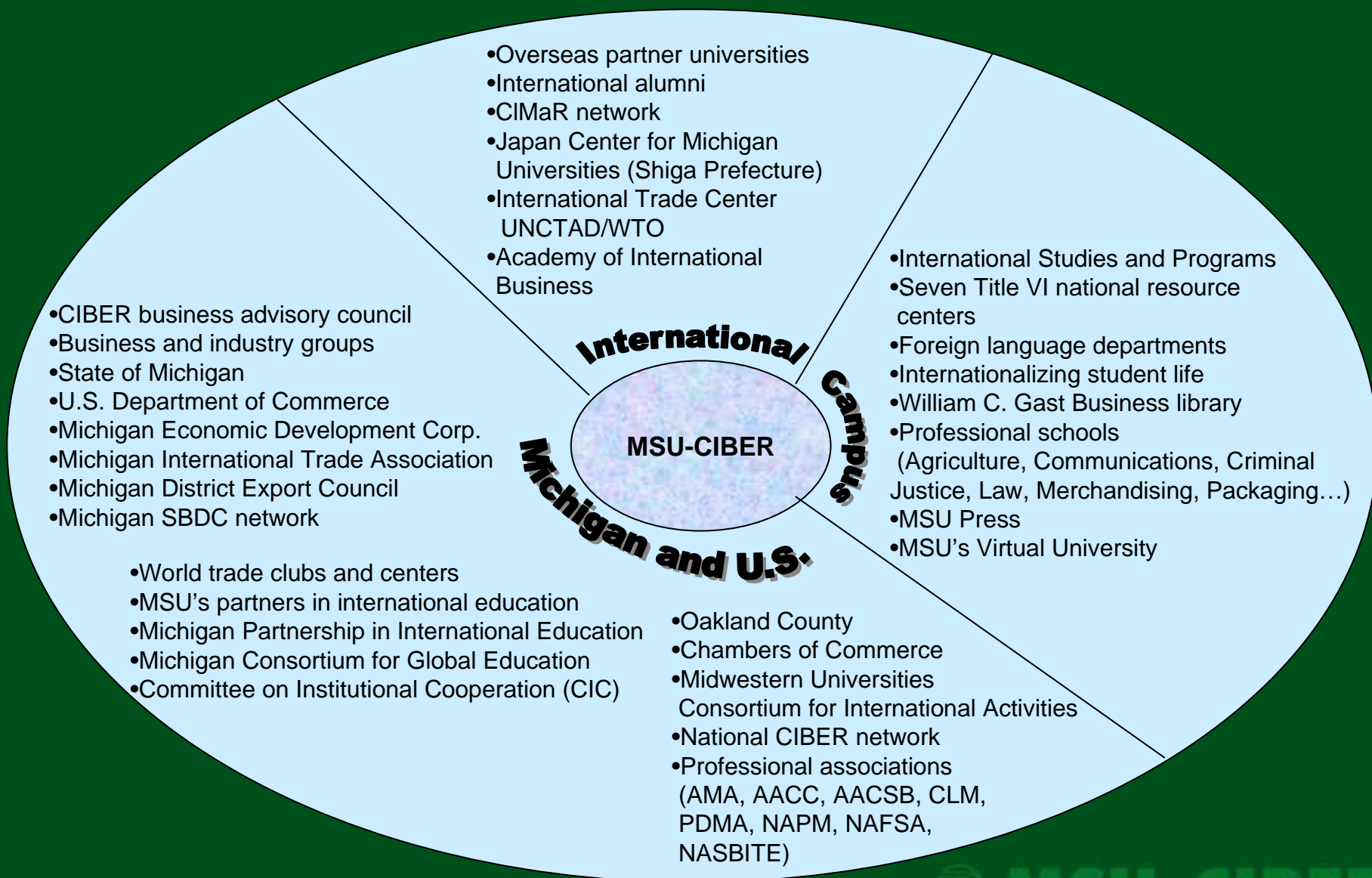
# MSU-CIBER and Its Alignment with the Broad College

- “The vision and accompanying strategic elements of the MSU-CIBER Strategic Plan 2002-2006 aligns closely with the Strategic Plan of the Broad Business College (dated September 17, 1999) for maximum impact. The Strategic Plan of the Broad Business College emphasizes four basic themes: (1) Positioning (e.g., enhancing the Broad Business College’s reputation and solidifying its resource base), (2) Core Businesses (e.g., undergraduate, graduate, and executive education), (3) Technology (e.g., a Broad Business College “culture, capacity, and technical knowledge base competitive with peer schools to service planned educational programs and systems”), and (4) Alignment (e.g., organization of the units in the Broad Business College to stress core competencies and global competitiveness).”

# MSU-CIBER and Its Alignment with the University

- “The vision and accompanying strategic elements of MSU-CIBER Strategic Plan 2002-2006 also aligns closely with *The MSU Promise* (dated December 9, 1999) and *The MSU Guiding Principles* (dated February 15, 1994) to achieve maximum impact. The values inherent in this framework (educational excellence, the scholarly quest for knowledge, academic freedom, integrity, creativity, fairness, and respect) also align well with MSU-CIBER’s Guiding Principles (see section on “MSU-CIBER Ten Guiding Principles” in this document). Similarly, the five university goals outlined in *The MSU Promise and Guiding Principles* align very well with the focus of the MSU-CIBER (i.e., provide leading-edge undergraduate education, focus on programs of distinctive promise to extend international prominence, be a great global university serving Michigan and the world, transform and strengthen outreach partnerships, and be a diverse and connected community).”

# MSU-CIBER's Network of Collaborators



# MSU-CIBER's Internal Partnerships



## **MSU Global**

eLearning initiatives and linkages

## **Advertising**

Comparative advertising studies

## **Agriculture**

IPR Conference  
International Trade & Michigan Agriculture Conference

## **Criminal Justice**

Corporate Security in the age of Globalization

## **Area studies centers**

Numerous conferences, colloquia, visiting scholars

## **Social Sciences**

Globally-distributed corporate teams

## **University Outreach**

Numerous conferences, workshops

## **Economics**

Micro Enterprise Development

## **Telecommunications**

Privatization in Emerging Markets

## **Engineering**

Curriculum assistance to Taganrog Institute of Technology, Russia

## **MSU Office of Study Abroad**

Landmark Roundtable on Study Abroad Programs

## **Forestry**

Adaptation of CORE software for forestry industry firms

## **International Studies & Programs**

MSU Global Access web portal

## **Food Industry Institute**

Global Food Safety Issues

## **Political Science**

Central Asia Focus

## **Geography**

Geography of Multinational Corporations

## **Packaging**

Packaging Innovation Group

## **Hospitality Management**

Expatriates in U.S. Hotel Industry  
Training of Chinese Managers

## **Libraries**

Enhancement of international business holdings

## **Human Environment and Design**

Comparative Retailing / Market Entry Strategies

## **Detroit College of Law**

International Business Forum  
Joint MBA and Law Degree

## **Foreign Languages**

Numerous curriculum, faculty development, and research projects

## **Labor and Industrial Relations**

Comparative Labor Relations  
Japanese Transplants in the U.S.

## **James Madison (International Relations)**

Internationalization at Black Colleges  
International Entrepreneurship Globalization Conference

# MSU-CIBER'S External Partnerships



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[globalEDGE.msu.edu](http://globalEDGE.msu.edu)



McGraw-Hill  
Irwin



DAIMLERCHRYSLER

THE WORLD FACTBOOK



# MSU-CIBER's Dimensions in Brief

## Campus Alliances

- International thematic centers/institutes
- Area studies centers
- Professional schools
- Foreign language departments

## Overseas Linkages

- Partner schools
- Exchange programs
- MSU Alumni
- MSU Global

## Curriculum Internationalization

- Undergraduate
- MBA (full-time, weekend, executive)
- Doctoral
- Study Abroad programs

## Dissemination for National Impact

- Electronic dissemination via globalEDGE© knowledge portal
- Multimedia for business languages
- Web-based diagnostic tools
- International business books series
- Journals
- Roundtable books and resource guides

## Business Language Initiatives

- Business German, Russian, Chinese, and Spanish
- Ph.D. program in business languages
- Institutes, workshops
- Virtual Resource Center

## Academic Outreach

- CIBER Consortium for Historically Black Colleges and Universities
- Roundtable series on internationalization of business education
- The Biennial International Business Institute for Community College Faculty
- PIE awards
- Faculty development workshops or consortia
- eLearning Partnership with Academic ADL Co-Lab and CIBERs

## Dimensions of MSU-CIBER Activities Supporting the Objectives of Title VI Legislation

## Research Initiatives

- Computer-aided standalone diagnostic tools
- Global industry competitiveness
- World class logistics project
- Global procurement benchmarking initiative
- Global supplier development

## Business Outreach Program

- Global Management Certificate
- Automation Alley Export Development
- International Human Resource Executive Development
- Export internship for students
- Executive education
- Resource Desk on globalEDGE© web-portal
- Workshops and conferences


# Online Demonstration

globalEDGE, the BIE Modules,  
and the Diagnostic Tools



<http://globalEDGE.msu.edu/>

<http://globaledge.msu.edu/academy/courses.asp>



Username:  Password:    
 Remember Username and Password?  
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## RESOURCE DESK

### COUNTRY INSIGHTS

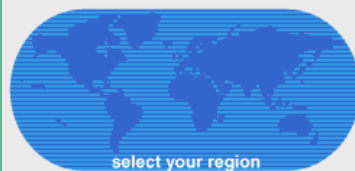
**Spain:** Since becoming a democracy in 1975, Spain has evolved to become the fifth largest economy in the EU. It has been able to attain and retain this position despite the continuous threats of domestic (ETA) and now foreign (Al-Qaeda) terrorism. However, it's political - and consequently, economic - future is again under international scrutiny.

The fall-out from the March 11, 2004 bombings of commuter trains in Madrid forced Spain into the international spotlight. Many people cite the bombings as the main contributing factor to the election of a socialist Prime Minister, Mr. José Luis Rodríguez Zapatero. The election of a socialist administration represents a dramatic shift from the democratic political system that has supported Spain's growth as a major economic player in the EU. Because of the new administration, many of Spain's prior political and economic policies are now under review. Nowhere is this more evident than by the removal of Spanish troops from the multinational coalition currently occupying Iraq. Some view this move as Spain shifting closer to its traditional allies, France and Germany, thereby shifting the balance of power inside the European Union. Others see Spain as gaining international influence, as their new Iraq policy has led countries outside of the EU to also withdraw their troops from the coalition. [\[More Countries\]](#)

### GLOBAL RESOURCES

**World Bank: IPAnet** Developed by the World Bank Group's Multilateral Investment Guarantee Agency, IPAnet is an electronic clearinghouse for international investment information. Through IPAnet, users can access a wealth of country and sector-specific resources, news and events, specific investment opportunities as well as an on-line directory of international investment organizations and professionals. Of particular interest are various reports on market conditions, foreign investment trends, sector trends, and legal framework. [\[More Resources\]](#)

jump to:



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### CAPITALize your memory

Play our new game to help improve your knowledge of Countries and their Capital Cities.

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## ACADEMY

Are you a professor looking to design a class? Perhaps a graduate student seeking research tools such as conferences on the global economy. Are you a professional who is in need of some detailed research and academic publications on business conditions in the emerging market of China? The answer to these academic and research oriented questions can be found in [Academy Section](#). Visit our Academy Section which provides international business focused resources that cater to the needs of teachers, researchers, and

### IB knowledge check

Which of the following led the world in average annual GNP growth (US\$ PPP-adjusted) from 1997-98?

- 1. Angola
- 2. Mozambique
- 3. Rep. of Congo



# Thank You!

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